

Select Goals

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Select Primary Goal

1. Select Predefined Primary Goal

a. Maximize Gross Profits:

$$\Pi = \sum Q_i(P_i - C_i)$$

b. Maximize Total Sales:

$$\Pi = \sum Q_i P_i$$

2. Define New Primary Goal

Select Auxiliary Goal

3. Select Predefined Auxiliary Goal

c. Maintain Overall Price Image:

$$\phi = \frac{1}{N} \sum_{i=1}^N \frac{P_i}{P_i} \times w_i,$$

4. Define New Auxiliary Goal

Q. Return to Main Menu

Figure 7

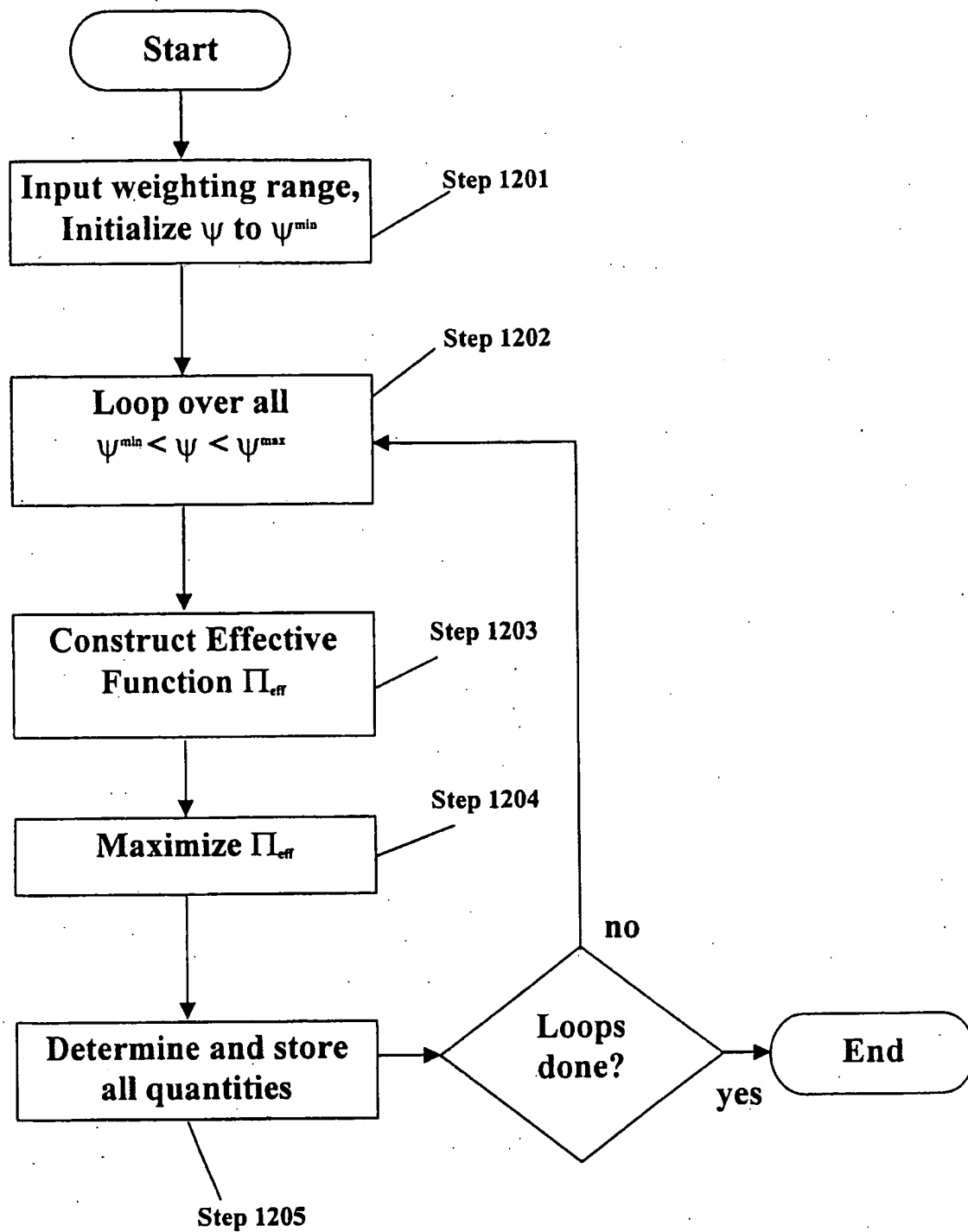


Figure 8

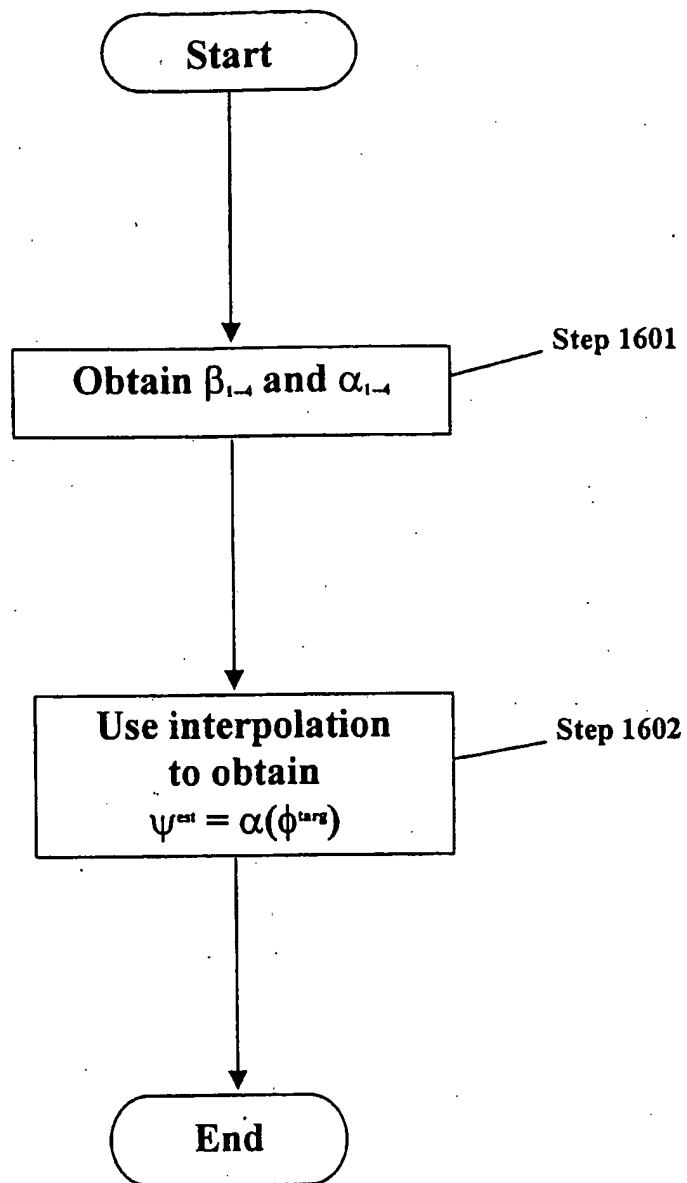


Figure 14